

Importance of Lead to Cash Transformation on Business KPIs



Lead-to-Cash Solution

The Lead-to-Cash solution addresses the key performance index of every step of a sales cycle for businesses to make effective business decisions, improve customer satisfaction and increase revenue.

The Complete Lead-to-Cash Flow

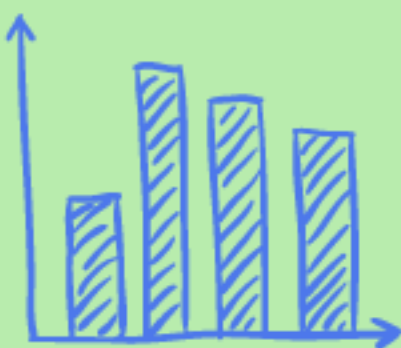
CONTACT TO LEAD:

Emails, referrals, and different channels are used to make the first contact with a potential lead.



LEAD TO OPPORTUNITY:

Every lead is analyzed to evaluate which can be converted into an opportunity to sell.



OPPORTUNITY TO QUOTE:

Once a lead seems interested, an appropriate quote is sent their way to prompt them into buying.



QUOTE TO ORDER:

Agreement on the quote leads to a successful order placement and fulfillment as per the customer's requirements.



ORDER TO CASH:

Customer is then billed for the order, invoices are generated and payment is collected after successful delivery of the order, service provided, or subscription.



Advantages of Lead-To-Cash

- Reduces human errors during the provisioning and delivery of orders.
- Seamless integration across verticals reduces the overall time of a complete sales cycle.
- Customer experience is enhanced due to the swift workflow from start to end.
- End-to-end integration provides higher customer satisfaction leading to an increase in sales and revenue.
- Sales representatives are armed with up-to-date product information to make better sales pitches.



SUMMING UP

A ROBUST LEAD-TO-CASH SYSTEM CAN HELP BUSINESSES TO HAVE GREATER CONTROL OVER THEIR SALES AND INCREASE REVENUE. EFFICIENT INTEGRATION BETWEEN FRONT-OFFICE AND BACK-OFFICE HELPS IN FULFILLING CUSTOMER NEEDS AND DEMANDS.